



Employer Brand Personality of IT Companies

Employer Brand Personality - a set of Human Characteristics Associated with an Employer

Educational Qualification

- Under-graduate
- Post – graduate
- Professional course
- Others

Gender

- Male
- Female

Locality

- Urban
- Rural
- Semi-Urban

Specialization: (Course)

Age

- 18 – 21
- 22 – 25
- 26 – 30
- 31 - 40
- 40<
- Other:

Consider your employer and kindly indicate which of the following items you feel are related to their EMPLOYER BRAND PERSONALITY of your company

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company is well managed

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employees are stylish in their attire. (Stylish)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

Is an environmentally responsible company

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employer is ready to help its stakeholders. (Helpful)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree



The employees are handled harshly. (Rugged)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employees feel prestigious working for the company. (Prestigious)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company develops innovative products and services

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employment is relaxed and concerned. (Casual)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employees and the company are consistently good in performance and able to be trusted. (Reliable)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

Looks like a company with strong prospects for future

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company adapts to constant changes in market. (Dynamic)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employees are social. (Social)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employment policies are conducive to and characterized by moral well-being. (Wholesome)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employees are confident about themselves, its abilities and qualities. (Confident)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company has a clear vision for its future

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employer offers agreeable working hours. (Agreeable)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company has the corporate reputation in the society. (Upper class)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company looks like a low risk investment

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

Employees are subjected to authority against their individual freedom. (Authoritarian)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree



The company has achieved fame, wealth and social status (Successful)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The job description is easily understood and presents no difficulty. (Simple)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company maintains high standards in the way it treats

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company came into existence in the recent years. (Young)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company has an excellent leadership

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The job provided by the company gives a sense of happy satisfaction and enjoyable work experience. (Pleasant)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The recruitment is done by careful consideration or application. (Serious)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The colleagues are full of energy, enthusiasm and determination. (Spirited)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company offers products and services that are a good value for the money

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

I have a good feeling about this company

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employees have a high mental capacity in rendering products or services. (Intelligent)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The workers are trendy. (Trendy)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employees are narrow - minded. (Inward looking)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employer incorporates latest developments and trends in its products/services. (Up to date)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employer is independent and is free from outside authority in making decisions. (Independent)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree



The company recognizes and takes advantages of market

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employees' works in a casual manner (Cool)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company has a strong record of profitability

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employer is sincere in meeting the employees' requirements. (Sincere)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company supports good causes

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The management of the company is transparent with its employees. (Open)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employer is willing to take risks. (Daring)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The physical, intellectual, and emotional experience of people who work there is offered without difficulties. (Smooth)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company is able to withstand hardship and adverse conditions. (Tough)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employees in the company are outgoing and socially confident.

(Extrovert)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

Looks like a good company to work for

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employer shows a strong desire or determination towards growth.

(Ambitious)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

I trust this company

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employer relates to a large company or group. (Corporate)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

I admire and respect the company

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree



The employer is honest and frank in its dealings with the public. (Straight forward)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employees apply in job what they learned in their college. (Practical)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company is good at persuading the customers in selling its products/services. (Persuasive)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The work place is situated in a remote area. (Outlying)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company has technically skilled employees. (Technical)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The business is meant to serve the particular group (IT services). (Exclusive)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employer redresses the employees' grievances to remove doubts or fears of its employees. (Reassuring)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The ambience of the company is pleasing and ingenious. (Elegant)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company and the supervisors are controlling the employees. (Controlling)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employment experience is fascinating and attracting. (Glamorous)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employer creates an exciting work experience. (Exciting)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employer initiates new and creative ideas at work. (Innovative)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company managers seem to be arrogant. (Arrogant)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company has a strict observation of norms in daily operations. (Formal)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company is a leader in its market. (Leader)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company stands behind its products and services

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree



Looks like a company that would have good employees

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employer draws out new ideas of its employees and customers. (Elicit)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company offers high quality products and services

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employer is forceful in getting work done. (Forceful)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company is unique in its business and its offerings. (Unique)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employees are happy and optimistic. (Cheerful)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company feels superior and looks down on its competitors. (Snobby)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company tends to outperform its competitors

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employer is tolerant in attitude and manner towards its employees. (Easy going)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company is socially responsible. (Socially responsible)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The company relates to the people of recent times. (Modern)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The employer emphasis on futuristic thinking in developing new projects (Forward thinking)

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree